**IT Applications, Unit 4**

**Ch 4, Goals of information systems, p 137-**

1. What is the role of a strategic plan?

A strategic plan is process for identifying long-term goals within an organisation.

1. Explain the purpose of a mission statement.

The mission statement is the basis for establishing a set of common goals that will help accomplish the origination’s aims.

1. Distinguish between an organisations goals and its objectives.

Organisation goals is a another name for mission statements. Objectives are small achievable tasks undertaken to accomplish a big task.

Organisational goals and objectives often relate to improving the efficiency or effectiveness of operations.

**Improving efficiency**

1. How is efficiency measured?

Efficiency must be expressed in terms of cost, time and effort.

1. With an eg. illustrate how an organisational change will lead to improved efficiencies.

Sales representatives for a company once had to visit or fax rural stores to promote products and announce monthly promotions. Now the sales representatives can email a PDF file or a fax. This would save time in communicating information. Because the sales rep no longer have to travel as frequently or as far and the cost of sending a fax eliminated, their costs are minimised. Lastly, less effort is needed to email the required information to a distribution list of stores.

**Improving effectiveness**

1. How is effectiveness defined?

It is defined in terms of its attractiveness, readability, completeness, clarity, accuracy, accessibility, timeliness, communication of the message, relevance and usability.

**Improving decision-making**

1. What three factors are required for competent decision-making?

Competent decision-making requires three factors information, communication and time.

**Types of information systems**

(You are not required to know for exam purposes the specific types of information systems).

Briefly, note the characteristics of each of the following 5 systems:

1. Transaction processing systems

TPS processes data generated by the day-to-day transactions of an organisation.

1. Office automation systems

An office automation system performs routine office task, such as printing documents, tracking schedules, making calculations and communicating with other departments and clients.

1. Management information systems

MIS refers to a computer network that generates timely and accurate information for managing an organisation.

1. Decision-support-systems

DSS allows users to manipulate data directly, to incorporate data from external sources, and to create data models of what if scenarios.

1. Expert systems

An expert system is designed to analyse data and produce a recommendation or decision.

**Information problems arise because of:**

1. Inefficient procedures
   1. What is meant by this term.

The efficiency with which we work will impact on the productivity and thus the profitability of an organisation.

1. Failure to meet the needs of users
   1. Why do errors occur in systems?

Errors can occur in a system if it is not appropriately maintained or if data is not regularly updated, as the following example illustrations.

1. Problems due to dependence on old technology
   1. What type of opportunities do developments in new technology present?

Developments in technology can present new opportunities or provide different way of processing data.